

Focusing on the customer

Transportation in Wisconsin is more than just concrete and asphalt, buses and bikes, trains and technology. Direct service to people is a critical component in transportation, particularly for the Division of Motor Vehicles (DMV).

DMV workers across the state provide services to almost 50,000 customers every day. Each year, about 1.4 million license plates and 3.4 million vehicle registrations are issued. There are over 3.6 million drivers in Wisconsin who are tested and licensed.



WisDOT has undertaken many initiatives and offered new products to ensure that its customers receive the best service possible.

Providing service electronically

The electronic title and registration program allows dealers, financial institutions and other businesses to complete transactions for themselves and their customers electronically. Participating agents issue regular auto and truck plates and stickers to the customer. There are many benefits of the program:

- ⇒ Faster and more convenient service for customers;
- ⇒ Better access to vehicle information for law enforcement agencies;
- ⇒ A reduction in the need for temporary plates;
- ⇒ A reduction in workload and traffic at DMV centers.

Wisconsin offers license plate renewal by touch-tone phone and the Internet with a credit card. Internet and phone use accounted for 283,000 renewals in the year 2000, representing more than 7% of all renewals, reducing the need for more costly over-the-counter service.

Testing made more convenient

Wisconsin teens no longer need to take a driver's knowledge test at a DMV center. Driver education instructors may now administer a knowledge test. With more than 150,000 tests conducted annually, this partnership provides more convenient service for customers and reduces the workload at DMV service centers.

In addition, private employers, agencies and individuals are now certified by WisDOT to administer commercial drivers skills tests. Approximately 150 independent testers now administer 82% of these tests, reducing WisDOT's workload and providing a more convenient alternative for many commercial drivers.



One-stop shopping for interstate motor carriers

To streamline services for interstate motor carriers, WisDOT has consolidated registration, fuel tax reporting, insurance filing, oversize/overweight permitting and other services. WisDOT and industry partners enacted base-state agreements governing interstate fee payments – a concept adopted by Congress and used as a model for other states.

Measuring satisfaction

Implementation of a DMV Customer Satisfaction Index allows WisDOT to measure customer satisfaction in all service areas: telephone, in-person, mail and electronic. The index has risen more than 20% since its implementation in 1998 and has become a useful tool to compare performance and expectations, and to redirect resources to areas needing improvement.

Building partnerships

Solid partnerships established with public and private agencies around the state have greatly increased DMV's efficiency,

while cutting costs, reducing workloads and providing additional services.

DMV productivity steadily increased between 1991 and 1998. Products issued to customers increased by more than 10% while hours worked decreased by more than 10%, due in large part to the excellent partnerships.

WisDOT partners with Envirotest Wisconsin, Inc., to conduct the vehicle emission inspection programs. Through this arrangement, inspections cost less than half of the national average for similar tests.

Firstar Bank handles the state's mail-in vehicle registration renewals and electronically updates vehicle records. Firstar handles well over three million registration renewals each year, accounting for about 75% of all registration renewals. The higher-cost renewals at customer service centers are now at 12%, down from 34% just a few years ago.

Customer Service